

# Mexico — Hermosillo

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The Mexico – Hermosillo GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Mexico could include in a comprehensive tobacco control program.

The Mexico – Hermosillo GYTS was a school-based survey of students in Primero en secundaria, Segundo de secundaria, and Tercero de secundaria conducted in 2005.

A two-stage cluster sample design was used to produce representative data for all of Hermosillo. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100%, the student response rate was 89.8%, and the overall response rate was 89.8%. A total of 2,512 students participated in the Mexico – Hermosillo GYTS.

#### Prevalence

46.4% of students had ever smoked cigarettes (Male = 53.0%, Female = 39.3%)  
 23.6% currently use any tobacco product (Male = 29.6%, Female = 16.8%)  
 20.1% currently smoke cigarettes (Male = 25.5%, Female = 13.8%)  
 7.8% currently use other tobacco products (Male = 10.5%, Female = 5.1%)  
 23.8% of never smokers are likely to initiate smoking next year

#### Knowledge and Attitudes

22.2% think boys and 33.1% think girls who smoke have more friends  
 14.0% think boys and 23.6% think girls who smoke look more attractive

#### Access and Availability — Current Smokers

8.8% usually smoke at home  
 32.0% buy cigarettes in a store  
 62.9% who bought cigarettes in a store were NOT refused purchase because of their age

#### Environmental Tobacco Smoke

42.1% live in homes where others smoke in their presence  
 55.8% are around others who smoke in places outside their home  
 87.8% think smoking should be banned from public places  
 73.7% think smoke from others is harmful to them  
 40.9% have one or more parents who smoke  
 49.1% have most or all friends who smoke

#### Cessation — Current Smokers

53.7% want to stop smoking  
 64.9% tried to stop smoking during the past year  
 66.5% have ever received help to stop smoking

#### Media and Advertising

85.3% saw anti-smoking media messages, in the past 30 days  
 86.4% saw pro-cigarette ads on billboards, in the past 30 days  
 74.5% saw pro-cigarette ads in newspapers or magazines, in the past 30 days  
 15.6% have an object with a cigarette brand logo  
 11.2% were offered free cigarettes by a tobacco company representative

#### School

67.4% had been taught in class, during the past year, about the dangers of smoking  
 39.4% had discussed in class, during the past year, reasons why people their age smoke  
 61.9% had been taught in class, during the past year, the effects of tobacco use

#### Highlights

- Almost 25% of the students currently use any form of tobacco; One fifth of the students currently smoke cigarettes; 7.8% currently use some other form of tobacco.
- ETS exposure is high — over 4 in 10 students live in homes where others smoke and half of the students are exposed to smoke around others outside of the home; two fifths of the students have a parent who smokes and almost half of the students have friends who smoke.
- Almost 75% of the students think smoke from others is harmful to them.
- Over half of the current smokers want to stop smoking.
- 1 in 10 students were offered a free cigarette by a tobacco company representative.
- Over 8 in 10 students saw anti-smoking media messages in the past 30 days; Over 8 in 10 students saw pro-cigarette ads in the past 30 days.